

**CERTIFICATE OF APPROPRIATENESS
COAC2104-01
FINDINGS AND ANALYSIS
401 PINE AVENUE**

ANALYSIS:

In compliance with Section 2.63.080 of the City of Long Beach Municipal Code (Cultural Heritage Commission) and the Secretary of the Interior's Standards for Rehabilitation and Guidelines for Rehabilitating Historic Buildings (the Standards):

The subject site, 401 Pine Avenue, is located within the Downtown (PD-30) zoning district. The building is a local designated historic landmark known as the Walker's Department Store Building, which was designated in 1987. The property was originally constructed in 1929 as Marti's Department Store but was later replaced by Walker's Department Store. The building exhibits Art Deco and Renaissance style architectural features. In 2001, the building was converted into a mixed-use building with residential units in the upper levels and commercial businesses on the ground floor.

The project scope is to re-install the original Walker's Department Store sign to its original location on the face of the existing metal marquee over the Pine Avenue entry. The original sign has been in storage inside the building since the 2001 adaptive reuse project. The sign would be mounted back on its original location based on photo documentation and archival documentation. The building is located on the northwest corner of Pine Avenue and 4th Street.

In compliance with Section 2.63.080 of the City of Long Beach Municipal Code (Cultural Heritage Commission), the Secretary of the Interior's Standards for Rehabilitation and Guidelines for Rehabilitating Historic Buildings (the Standards), staff has analyzed the proposed project and the project meets these requirements and those of the City's zoning codes.

FINDINGS: (from Section 2.63.080(D) of the Long Beach Municipal Code)

- 1. (It) will not adversely affect any significant historical, cultural, architectural or aesthetic feature of the Landmark or subject property within the Landmark District and that issuance of the Certificate of Appropriateness is consistent with the spirit and intent of this chapter.**

The proposed project is the reinstallation of original Walkers' Department Store building sign, and as conditioned, will not adversely affect any significant historical, cultural, architectural, or aesthetic features of the subject property.

The proposed project will reinstall a missing building sign in the same location where it was originally located and will not modify any significant historic building features. All rehabilitation work will be conducted pursuant to the guidelines and recommendations of the Secretary of the Interior's Standards for Rehabilitation.

The sign will not adversely impact any remaining historic character and features of the existing structure, or the subject property's status as a designated historic landmark building.

2. (It) will remedy any condition determined to be immediately dangerous or unsafe by the Fire Marshal and/or Building Official.

There are no active code enforcement cases or dangerous conditions at this site. Thus, this finding is not applicable.

3. (It) will comply with the Secretary of the Interior's Standards for the Treatment of Historic Properties and Guidelines for Preservation, Rehabilitating, Restoring, and Reconstructing Historic Buildings.

The sign is original and dates back to the Walker's Department Store initial occupancy of the building in the 1930s. The sign and location are documented in historic photographs and archival newspaper records. Since it is the original sign, being placed back in its original location, it will not create a false a sense of history. All work will be conducted pursuant to the guidelines and recommendations of the Secretary of the Interior's Standards for Rehabilitation.

- Use – The existing building use is residential in upper floors and commercial on ground floors since 2001. The building is located in the City's downtown core. The use of the existing structure as a commercial and residential building will remain unchanged with the proposed scope of work.
- Character – The remaining character-defining features of the original structure will remain unchanged. The proposed project is the reinstallation of a missing historic building sign in its original location.
- Changes to Historic Features – The project will not result in changes to historic features since the sign is original and will be placed back in its original location. The plan to affix the sign to the marquee shall be sensitively designed and limit the number penetrations only to the extent necessary to satisfy City safety code requirements.
- Historic Significance – The proposed project will not change the historic significance of the property or affect building's integrity and in fact reinforces its historic nature by replacing an original, missing historic building sign.
- Distinctive Features – The proposed sign will be placed on the face of the existing marquee which is an existing, historic feature of the building and will not change the distinctive features of the existing designated historic landmark building. The existing features of the building will remain intact.
- Deteriorated Historic Features – There are no deteriorated historic features that the project will affect. The sign itself does have some rust and portions

of metal that will need to be replaced but will be limited to those areas beyond feasible reuse.

- Damage to Historic Materials – The project will not cause damage to the historic features of the existing structure.
- Archeological Resources – No major excavations or grading is proposed.
- Historic Materials that Characterize the Property – The proposed sign will be reinstalled in its original location and will not destroy historic materials that characterize the building.
- Form and Integrity – The proposed addition of a sign on the existing marquee to the building will not alter the essential form or integrity of the landmark building.

Applying Standard No 6, the applicants plan to reuse the existing sign which is consistent with the guidance to reuse rather than replace. For Standard No. 7, the applicants plans to rehabilitate the physical sign are to use gentle cleaning methods, hand scraping and wire brushing to treat the materials. The neon tubing will need to be recreated in a violet color which is the original neon color in the sign. This is consistent with Standard No. 7 for treating historic materials.

As a condition of approval, staff is conditioning that final color samples and painted metal samples be submitted to Planning Bureau staff for review and approval prior to permit issuance. A set of construction drawings showing the method of attachments to the marquee, electrical lighting, neon tubing size and a photo simulation must be approved by Planning Bureau staff prior to issuance of a building permit. Also, while the sign is in fair condition, based on staff's inspection some portions of the sign frame will not be salvageable and replacement with appropriate materials will be needed. A final condition is required that the HOA and sign contractor prepare a treatment plan to be approved by Planning Bureau staff prior to proceeding with the rehabilitation work.

4. (It) will comply with the Design Guidelines for Landmark Districts, for a property located within a Landmark District.

The subject property is a designated historic landmark building known as the Walker's Department Store Building. It is not located in a historic Landmark District.